

5 a Day—Power Play! Steering Committee Meeting 2/26/04

Members Present:

Candace Morgan, Riverside County Public Health
Christine Ragsdale-Love, Riverside YMCA
Angie Gomez, San Bernardino County Public Health
Susan Tietz, Riverside County Public Health
Dan Seidman, San Bernardino City Unified School District
Sasha Fisher, Riverside Unified School District
Barbara Bromley-Hall, UCCE Riverside County
Melodee Lopez, San Bernardino County Public Health
Vicki (representing Sherry Gibson), Fontana Unified School District
Kristy Tuttle, DHS Power Play State Program Rep

Packet/Handouts:

Agenda
Biosketch update form
Evaluation form
Minutes from 11/18/03
Invitation to En-Act 2004
National Nutrition Month Tips
Essay Contest How-to Packet
Project LEAN Nutrition & PA Policy Handouts

Meeting Highlights:

A brief overview of the minutes of the last meeting on 11/18/03 was presented after self-introductions of the members.

WEBPAGE

Melodee provided an update about the San Bernardino County website. Plans are underway to make it a “one-stop shopping” experience for anyone in the region seeking info about 5 a Day. There will be sections for each channel (school, cyo, farmers’ markets, grocery stores, restaurants and media) as well as areas for teachers and parents with links to other nutrition/pa sites and downloadable activities, recipes, tips, etc. Barbara Bromley-Hall suggested we load the site with usable lessons and activities for teachers.

Kristy Tuttle advised the group that the complete school and cyo idea and resource kits are available on the state’s website at www.ca5aday.com for which we have a link on our current webpage.

Dan Seidman suggested having a simpler address than www.sbcounty.gov/eatwell we will investigate that possibility. It was also suggested we use the webpage as a key marketing tool, i.e., provide the address on everything we give to teachers, parents, students, etc. including on the front of the teacher folders.

PARENT NEWSLETTER

Discussion continued from the November, 2003 meeting on developing a newsletter. It was decided in November that the newsletter could be most effective if done quarterly for the support of existing programs. However, due to budget constraints for 2004, we are concerned about the resources required for a quarterly publication (mainly staff time for writing, editing, layout, etc.)

Melodee Lopez suggested a few cost-cutting ideas. First is to use existing newsletters from partner organizations, i.e., P.T.A. and YMCA as well as school districts. We would submit articles to these newsletters and other local publications possibly monthly. Another suggestion was to post these articles on our webpage in an archive for organizations to access as they need them, then publicize the webpage address to the organizations. Members present at the meeting provided contact information for newsletters they know of. If members learn of more newsletter contacts, please send the information to Melodee Lopez by email.

Newsletters from other Power Play regions were shared. The consensus was that the most useful format for the parent piece would be a seasonal or themed but not dated one- or two-page tip sheet, rather than a dated newsletter. One advantage would be that they could be archived on the website and wouldn't need to be updated, just added to. Barbara Bromley-Hall suggested we include useful lessons, recipes, and activities for parents and teachers, this could be used on the webpage in the teacher/parent sections. The format would be a .pdf that could be downloaded and printed by our partner organizations to distribute rather than us printing thousands to go home in a child's backpack. Another possible distribution scenario would be to provide mini-grants for printing costs.

In November it was agreed that the newsletter be bilingual with Spanish printing below English on the same page. However, if we go to a primarily web-based, one-page parent tip-sheet, we would be able to have two separate versions which could be printed back to back by our partner organizations if they wanted to distribute hard copies.

TEACHER NEWSLETTER

Another topic was a semi-annual newsletter specifically for teachers. This would be used as a recruitment/retention piece with material ordering information, links to other resources, perhaps a best practices highlight. A contents box on the front page as suggested in November would be included. This would be posted in a .pdf on the webpage, we would send out a postcard/email reminder to participating teachers when a new issue is posted. We could also have a small number (perhaps 2000) printed to distribute at initial trainings or as mailers to past-participating teachers. We would also include a note on the reminder cards/email that if the teacher does not have internet access or prefers a hard copy, we can send them one. It was also suggested that we send our webpage address to existing teacher newsletters to help promote the Power Play program. To ensure that the piece is valuable to teachers, we would approach teachers individually at program enrollment sites to get feedback on what they would like to see in the newsletter.

We will continue to explore other ideas/formats, such as using a shell from ACS with our information inserted. We will also continue dialog with other lead agencies to develop a state-wide newsletter template.

NEW MATERIALS

New materials will be arriving in fall of 2004. There is also a new logo tag line emphasizing 5 to 9 servings of fruit and vegetables.

MEDIA

We are in the process of identifying local newspaper, radio, and television reporters who might have a special interest in nutrition, health, physical activity, children, education, etc. This information will be used to create a database for partners to use to outreach to the media to promote issues, messages, and events.

We will have a new media spokesperson who will be trained by the state's public relations/media team on the methods and messages to use with the media.

FORMALIZING PARTNER RELATIONSHIPS

We are being asked to establish formal relationships with some of our partners:

1. requiring 50% participation at qualified schools and youth organizations
2. written organizational/administrative commitment
3. written commitment and support of foodservice department to promote message and materials in cafeterias and classrooms

Schools: Dan Seidman from San Bernardino City Unified volunteered to work with his district to obtain the appropriate commitments. He indicated that the p.e. teachers would be reaching all children in the district with 5 a Day Power Play activities. In addition to the p.e. teachers, there are classroom teachers participating at many schools. Sasha Fisher from Riverside Unified School District also indicated she would work with her district to obtain participation. We will be contacting other partners to determine interest.

CYOs: We already have outstanding participation with YMCA of Riverside and will seek the formal support we need there. We will also work with San Bernardino City Children's Afterschool Programs for Success (CAPS) to obtain formal support, and any other organizations interested in this deeper level of commitment.

In addition to formalizing relationships, we are being asked to work with one each of the schools and organizations in each county to promote policy changes. Please contact us if your organization or school is interested.

UPCOMING PARTNER ACTIVITIES:

Badger Springs and Mt. View Middle Schools in Moreno Valley are starting gardens. A grand opening will be held on March 31. Food Fridays are beginning at Alessandro High School in Hemet. These are 20 minutes of sustained reading time focusing on nutrition. Contact Barbara-Bromley Hall at UCCE for more information.

National Nutrition Month Essay Contest is being conducted again with San Bernardino City CAPS afterschool 4th and 5th graders. A how-to info packet was provided in the handouts.

The next 5 a Day—Power Play! Steering Committee Meeting will be Tuesday, May 11, 2004 from 10 a.m. to 12 noon.